

NEWS RELEASE

Wilfrid Laurier University



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March 21, 1991
012-1991

Economist to speak on Canadian demographics at Laurier

Why are corporate structures flattening? Why are tennis courts out and theatres in? What has led to today's emphasis on lifelong learning?

Find out when David Foot presents a public lecture at Wilfrid Laurier University in Waterloo on Thursday, March 28.

An economist at the University of Toronto, Foot will present an overview of Canadian demographics and discuss the implications for marketing and human resource planning.

Demographics explain about 75 per cent of just about everything, Foot says, and it is at their own peril that businesses neglect the lessons.

The lecture will begin at 2 p.m. in Rm. 1E1 of the Arts and Science Building. A reception will follow.

- 30 -